

Bachelor of Arts in Media and Communication, Cochran

Semester reporting: Spring Semester 2021

Reporting cycle: Annual Reporting Cycle

Academic Program Assessment by Location Report Information

Prepared on: 6/22/2021 4:10:20 PM	Prepared by: sheree.keith@mga.edu
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In which school is this program located?	Arts and Letters
Program Type:	Undergraduate
Approximately how many students are enrolled in this program at this location?	20

Student Learning Outcomes

SLO1

7. SLO 1: What is the first Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)	Graduates will be able to research, analyze, and present conclusions in MLA or APA format
8. SLO 1: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Research and writing is tested through a research paper at the end of the semester in COMM 3010.
9. SLO 1: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on....)	70
10. SLO 1: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	100
11. SLO 1: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	This was our Student Learning Initiative for the 2020-2021 academic year. While this initiative has 100% success rate, the data shows that students are still having issues incorporating sources into their writing, this was the main factor in the lowest grades on this assessment. The initiative for this year was successful and students were better able to incorporate their sources into their essays. No learning initiative will be needed in this SLO for the next cycle.

Student Learning Outcomes

SLO2

12. SLO 2: What is the second Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)	Graduates will apply effective oral communication skills in an oral presentation graded by the standard rubric
13. SLO 2: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Oral communication is tested through an oral presentation at the end of the semester in COMM 3010.
14. SLO 2: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....).	80
15. SLO 2: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	100
16. SLO 2: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	None

Student Learning Outcomes

SLO3

17. SLO 3: What is the third Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)	Students will comprehend and apply media studies concepts, theories, and terminology.
18. SLO 3: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Final exam
19. SLO 3: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....).	80% will get an 80% or better on the test
20. SLO 3: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	63
21. SLO 3: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	This learning outcome will be the target for the 2021-2022 cycle of assessment. A pretest of the concepts measured on this exam will be incorporated into the course and the areas of weakness will be given extra attention in order to boost understanding and ultimately success on this learning outcome.

Student Learning Outcomes

SLO4

22. SLO 4: What is the fourth Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)	NA
23. SLO 4: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	NA
24. SLO 4: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....)	NA
25. SLO 4: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	0
26. SLO 4: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	NA

Sampling

27. How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	19
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Open Box for Assessment Comments

28. In this field, please document the overall use of assessment results for continuous improvement and Open Text Box For Assessment Comments:	<p>Prior year SLO Assessment Initiative: SLO1 was the Student Learning Initiative for the 2020-2021 academic year. The initiative for this year was successful and students were better able to incorporate their sources into their essays. No learning initiative will be needed in this SLO for the next cycle.</p> <p>Assessment Initiative/Plan for Upcoming Year: SLO3 will be the target for the 2021-2022 cycle of assessment. A pretest of the concepts measured on this exam will be incorporated into the course and the areas of weakness will be given extra attention in order to boost understanding and ultimately success on this learning outcome.</p>
29. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	